CTE Month
February 2008

CTE Month Theme
CTE Pathways
Giving Students the Edge

What can I do to promote CTE Month in my DISTRICT?

How will you celebrate CTE Month in your district? As part of your staff and student recognition program, this event can add spirit to your workplace and strengthen school morale.

The **goals of CTE Month:**
- **Maximize** opportunities for students.
- **Increase student awareness** of careers and education and training.
- **Strengthen** the planning process using an SEOP.
- **Ease student transitions** between secondary and post-secondary education.
- **Align training** with employer needs.
- **Provide** strong academic skills and real-world problem solving skills.

Consider making the following activities part of your celebration:
- Encourage your local school board, mayor, county commissioners, chamber of commerce, etc. to designate February as CTE Month in your community. The proclamation signing ceremony can serve as a photo opportunity for your school. A sample proclamation is available at www.usoe.k12.ut.us/cte/pr/
- Contact assigned newspaper, television, or radio.
- A sample news release is available at www.usoe.k12.ut.us/cte/pr/
  Each news release can be "tagged" with your district name as a co-sponsor, creating visibility for your schools.
- Sample PSAs are available at www.usoe.k12.ut.us/cte/pr/
- Attach the CTE Month announcement flyer to minutes or newsletters of organizations, available at www.usoe.k12.ut.us/cte/pr/
- Use a special message promoting CTE Month when you answer your telephones.
- Distribute copies of public relations materials to your schools. Materials available at www.usoe.k12.ut.us/cte/pr/
- Ask shopping mall management to sponsor a career fair.
- Encourage local merchants to announce the date and theme on their marquees, in-store broadcast systems, electronic signs, and cash register receipts. A sample marquee notification is available at www.usoe.k12.ut.us/cte/pr/
- Introduce CTE logo and theme.
- Recognize your CTE teachers and student organizations.